OMDC Annual Report 2010-2011

Supporting Ontario's Creative Industries

Ontario

Ontario Media Development Corporation

We've got it going ON

Ontario Media Development Corporation

Our Mission: The Ontario Media Development Corporation, an agency of the Ontario Ministry of Tourism and Culture, is the central catalyst for Ontario's cultural media cluster. It promotes, enhances and leverages investment, jobs and original content creation in the province's book and magazine publishing, film and television, music and interactive digital media industries.

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Ontario

Ontario Media Development Corporation

Ontario Media Development Corporation (OMDC)
175 Bloor Street East, South Tower, Suite 501, Toronto, Ontario M4W 3R8
www.omdc.on.ca

Published by the Ministry of Tourism and Culture, Government of Ontario

© Queen's Printer for Ontario, 2011

ISSN 0836-1363 | Disponible en français | Printed on recycled paper

We've got it going

What We Do

The Ontario Media Development Corporation stimulates investment and employment in six cultural media industries in Ontario: book and magazine publishing, film and television, music and interactive digital media.

How We Do It

- Funding – the Book Fund, the Film Fund, the Magazine Fund, the Music Fund, the Interactive Digital Media Fund, the Export Funds, the Entertainment and Creative Cluster Partnerships Fund, and the Intellectual Property Development Fund.

- Tax Credits – the Ontario Film & Television Tax Credit (OFTTC), the Ontario Production Services Tax Credit (OPSTC), the Ontario Computer Animation and Special Effects tax credit (OCASE), the Ontario Interactive Digital Media Tax Credit (OIDMTC), the Ontario Book Publishing Tax Credit (OBPTC), and the Ontario Sound Recording Tax Credit (OSRTC).

- The Ontario Film Commission – markets Ontario's film and television production industry at home and abroad, providing free customized scouting and location services, introductions to local partners and services and maintaining the industry's award-winning online locations database (accessible 24/7 from anywhere).

- Cross-sector initiatives and strategic partnerships – including From Page To Screen, The International Financing Forum (IFF) at the Toronto International Film Festival, Producers Lab Toronto.

- Industry Development Program – providing targeted support to a range of trade organizations, markets and festivals.

- Support, participation and sponsorship of a wide range of marketing, outreach, education and research activities.

Message from the Chair

The Hon. Michael S. Chan
Minister of Tourism & Culture

Dear Minister Chan,

On behalf of the Board of Directors of the Ontario Media Development Corporation, I am pleased to submit the Annual Report for 2010-11.

In 2010-11, our creative industries continued to excel. Despite a sluggish global economy and high Canadian dollar, the province attracted a number of major film and television productions to augment our thriving domestic industry.

Book and magazine publishing, music and interactive digital media industries also prospered in 2010-11, and their collective achievements were celebrated in OMDC's award-winning advertising campaign – proving that in Ontario, "We've really got it going ON!" The message on TV, in print and online was aimed at consumers, businesses and investors alike – at home and abroad – encouraging them to 'be part of it' by buying Ontario's award-winning cultural media products or investing in our dynamic companies.

As you read through these pages, you will see many examples of how OMDC's programs tangibly help our stakeholders to achieve their business goals. Our sincere thanks to the Ministry of Tourism & Culture for its continuing support, and to OMDC's dedicated Board, management and staff, for their commitment to ensuring that Ontario continues to be acknowledged as a leading jurisdiction that fosters and encourages the creation of globally recognized creative media content.

Respectfully submitted,

Kevin Shea
Chair

Message from the President and Chief Executive Officer

OMDC plays a leading role in supporting Ontario's creative economy by providing innovative programs, services and funding for the book and magazine publishing, film and television, interactive digital media and music industries.

In 2010-11, our creative industries continued to prove that in Ontario, 'We've really got it going ON!' At $964.3 million, 2010 film and television production spending increased by almost $18 million over 2009 (the best showing in 10 years) – despite fierce competition from other jurisdictions. The $964 million in production activity accounted for more than 23,000 full-time direct and spin-off jobs.

Foreign television series spending spiked in 2010 contributing $118.9 million to the economy, compared to $58 million in 2009 – a 105.1% increase. This reflects the continuing influence of the Ontario Government's 2009 enhancements to the Ontario Production Services Tax Credit (OPSTC), which was expanded from 25% of eligible labour to include all eligible Ontario production costs.

Book and magazine publishing, music and interactive digital media industries also prospered during the fiscal year, and their achievements were showcased in OMDC's multimedia advertising campaign.

Ontario's IDM sector generates annual gross revenue of $1.5 billion and employs 16,000 people in the province. With more than 82%* of all Ontarians online (*2007 – latest available figure), the IDM sector in Ontario also creates considerable opportunity for cross-sector collaboration that ripples across all creative industries. We anticipate that this sector will continue to lead economic growth in the cluster.

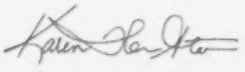
OMDC was proud to have played a leading role in bringing the 40th Anniversary 2011 JUNO Awards back to Toronto–where it all began! We were especially pleased to host the 2011 JUNO Awards Ontario Nominees' Luncheon, which featured many of our internationally acclaimed artists and members of Ontario's independent music industry – along with leaders from government, business, media and the entertainment cluster.

OMDC's Annual Report is organized under six key themes that drive our activities: *Our Information and Electronic Future, Creative Collaboration and Cross-Sector Synergies, Ontario's Creative Media in the Global Marketplace, Celebrating Ontario's Achievements, Innovative Financial Support* and *Research.*

A few of the 2010-11 fiscal year highlights include:

- The Interactive Digital Media (IDM) Fund awarded $2 million to 19 projects during the fiscal year.
- The OMDC Film Fund provided support of $3.95 million for 15 development and 15 production applications, generating total spending of $75.6 million and about 7,033 weeks of work. Every dollar invested by OMDC in production projects generated an additional $19.86 in production financing for Film Fund films.
- Through the Entertainment and Creative Cluster Partnerships Fund ("the Partnerships Fund"), we provided $2.9 million in funding to a combined 108 partners and 19 projects with project budgets totaling $7.7 million.
- The Intellectual Property Development Fund ("the IP Fund"), which helps screen-based companies move ideas from development to production, invested $5.5 million in grants for a total estimate of development expenditures of $38.3 million.
- OMDC's Tax Credits department issued 1,252 certificates with a value of $272 million for projects valued at $2.9 billion.

We are grateful for the confidence that the Government of Ontario continues to place in OMDC, and for the excellent support and hard work provided by our Board, management and staff.



Karen Thorne-Stone
President and CEO

In 2010, Ontario's creative sector employed 300,000 and contributed over $12.2 billion to the provincial economy. *We've got it going ON.*

▶ The Queen donned 3D glasses at Pinewood Toronto Studios.

The vigour of Ontario's film and television industries was evidenced by solid growth during 2010*, to $964.3 million from $946.3 in 2009*. (*Note: figures are for calendar year)

Foreign TV spending up 105%

Despite a sluggish U.S. economy, the province attracted major feature film productions, including Universal Studio's *The Thing* and Spyglass Entertainment's *The Vow.*

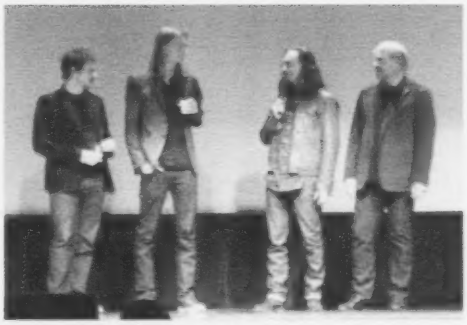
The small screen did big business as well: foreign spending in television more than doubled in 2010, bringing in $118.9 million for high-profile series such as *Breakout Kings* (20th Century Fox/A&E Network); *Covert Affairs* and *Nikita* (Warner Brothers Television); *Warehouse 13* Season 3 (NBC/ Universal Television); and *The Kennedys*, an eight-hour miniseries (Muse Entertainment).

Every $1 million of film & TV production creates more than 24 full-time and spin-off jobs for Ontario. That's 430 more jobs in 2010.

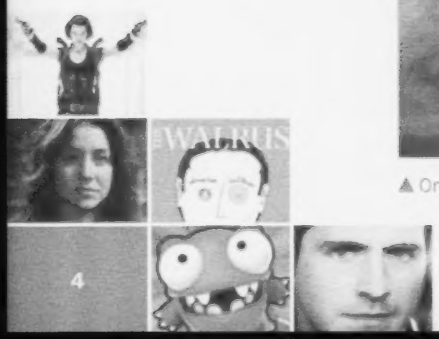
Domestic productions had another stellar year. *Resident Evil: Afterlife*, shot in Ontario in 2009, broke box-office records for a Canadian release, taking in over $300 million worldwide. Homegrown television series *Rookie Blue* earned the highest summer-debut ratings in U.S. network ABC's history. And the documentary *RUSH: Beyond the Lighted Stage* won international acclaim, including the Heineken Audience Award at the 2010 Tribeca Film Festival.

▲ *Resident Evil: Afterlife*

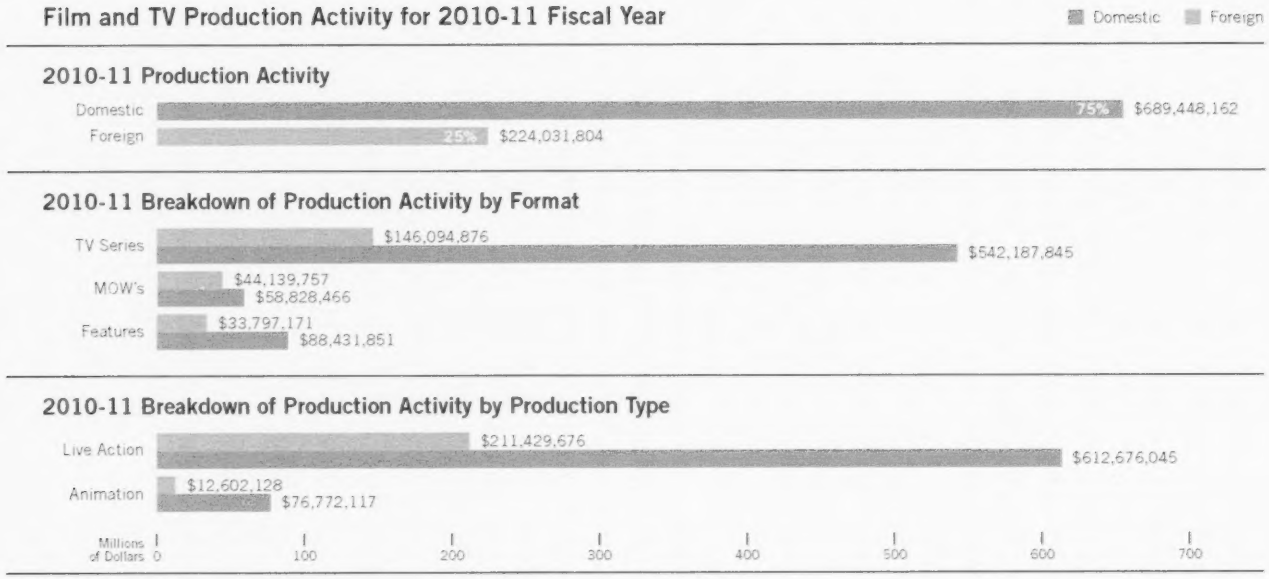
▲ On the set of *The Thing*



▲ Filmmakers Scott McFadyen and Sam Dunn compare notes with Rush rock icons Geddy Lee and Alex Lifeson at the Hot Docs premiere of *Rush: Beyond the Lighted Stage*.



Film and TV Production Activity for 2010-11 Fiscal Year

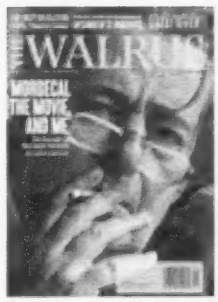


Ontario's Creative and Entertainment Cluster third largest in North America

The rest of the creative sector was similarly active in 2010. Building on the momentum of previous years, book and magazine publishing, music and interactive digital media (IDM) experienced steady growth. In fact, Ontario's entire creative and entertainment cluster – the third largest in North America, after California and New York – contributed $12.2 billion to Ontario's GDP. Over the past decade the sector has created more than 80,000 new jobs, more than double that of the Ontario economy as a whole.

The OMDC Magazine Fund provided $1.8 million to 48 projects, 37 of which had a digital component.

Early in 2010, the Ontario government approved long-term stable funding for the OMDC, over and above funds earmarked for specific programs. This was a testament to the vital economic and cultural importance of the province's creative industries, and of the OMDC's role in stimulating their growth and innovation. Ontario has proven its viability as a world-class centre of creativity, with highly trained talent from respected colleges and universities, and a well-developed cultural media infrastructure. By supporting the Ontario Media Development Corporation's mandate to promote the global competitiveness of the sector, the province ensures that "We've got it going ON" for many years to come.



▲ The excellence of Ontario magazines is widely recognized outside the province: *The Walrus* earned six gold and four silver awards at the 34th National Magazine Awards.

Our Information and Electronic Future

Interactive Digital Media (IDM)

IDM: a $1.5-billion industry in Ontario

As the global appetite for digital content continues to grow, with digital spending expected to make up one-third of entertainment and media dollars by 2014, Ontario is ideally positioned to play a leading role. Our educational facilities, R&D capabilities and reputation for innovation are second to none. With OMDC programs and initiatives providing both opportunities and support, Ontario's content creators and producers can make the most of their strong competitive advantage in digital animation, game development and mobile content.

Supporting Ontario's dynamic digital media sector is a key priority of the Ontario Media Development Corporation, which funds digital content and capacity development in books, magazines, film, television and music.

In 2010, the OMDC Interactive Digital Media Fund invested $2 million in 19 interactive projects. Since 2005, the IDM Fund has awarded $7.7 million to 76 projects with a combined budget of $32.7 million, creating close to 700 jobs.

- Ontario has quickly established itself as a global hub for mobile application development across a variety of platforms. OMDC IDM Fund-recipient zinc Roe, a leading creator of online content for children, collected a 2010 World Mobile Summit Award for its *Tickle Tap App* series.

- OMDC supports the expansion of digital capacity across all creative media sectors to achieve business development goals. For Kids Can Press, the OMDC Book Fund enabled upgrades to their website including educator-directed video content, online marketing materials for authors and illustrators and targeted initiatives to promote backlist titles.

▶ Tickle Tapp Apps

In 2010, the OMDC Partnerships Fund provided $2.9 million to support 19 projects that will leverage an additional $7.7 million from 108 partners.

Promoting Collaboration and Innovation

The OMDC Entertainment and Creative Cluster Partnerships Fund (a.k.a. The Partnerships Fund) stimulates growth in Ontario's creative media industries by fostering strategic partnerships that promote capacity-building, marketing, innovation and skills development. Since its inception in 2006, the Partnerships Fund has provided almost $12.7 million in support of 79 projects involving 487 partners with total budgets of $33 million.

- In February 2011, Hot Docs received Partnerships Fund support for *Docs On Demand: Phase 2*. Project partners will evaluate digital aggregator systems and explore alternate funding models to expand financing and distribution opportunities for Ontario's documentary filmmakers.

"The Partnerships Fund has enabled CIMA to work towards developing its Music Export Portal and Mobile Application, a mobile digital transformation project ensuring Ontario's music industry is one touch away to a world of consumers."

– Grant Dexter, Chair of Canadian Independent Music Association (CIMA)

Ontario's interactive industry comprises over 1,000 companies, creating 16,000 highly skilled jobs and $1.5 billion in annual revenues.

- The Partnerships Fund helped created Magazines Canada Digital Newsstand, which now offers more than 150 titles online, and helps Ontario magazines reach readers all over the world. Enhancements to the site, including dynamic marketing and archiving functions as well as mobile-friendly websites, are in development.

▲ With OMDC support, Magazines Canada has created a Digital Newsstand, offering more than 150 titles online. Canadian magazines, large and small, can easily reach new readers all over the world.

Creative Collaboration and Cross-Sector Synergies

Every economy is defined and driven in large measure by the "clusters" of business and industry that grow and prosper within it, and Ontario is no exception. A cluster is a group of interrelated enterprises in the same region, which together support a pool of skills, technologies and resources that make them more competitive.

Clusters thrive on collaboration – among firms, across sectors and with academic and other research- and innovation-focused institutions. Fostering that collaboration is a central function of the OMDC. The open exchange of ideas and expertise gives Ontario's cultural media cluster the clout to compete and succeed against global rivals with larger talent pools and deeper pockets.

The OMDC promotes cross-sector collaboration and strategic business partnerships through its own initiatives, and through joint ventures with other organizations across Canada and around the world.

- Inaugurated this year to promote international co-productions, Producers Lab Toronto, a joint venture between European Film Promotion, OMDC and Toronto International Film Festival (TIFF), brought together 12 up-and-coming European feature film producers with 12 of their Canadian counterparts for three days of knowledge-sharing, networking and bridge-building, during TIFF in September 2010.

DigitalDialogue

▲ Keynote speaker Virginia Heffernan of *The New York Times*, at Digital Dialogue, an OMDC-hosted conference fostering collaboration between content creators, investors and policy makers, on key issues facing cultural media in the digital economy.

Since 2005, more than 25 projects presented at IFF have gone into production, including 11 projects from Ontario.

▲ Poster: *From Page to Screen*

- OMDC's Fourth Annual *From Page to Screen* (FPTS) Event held on March 9, 2011 brought together 26 representatives from the book publishing industry for one-on-one scheduled meetings with 47 producers. Created to encourage large- and small-screen adaptation of works by Ontario authors, the "speed-dating" event has resulted in six deals to date since its inception in 2008, including Gil Adamson's *The Outlander,* published by House of Anansi Press and co-optioned by Strada Films and Triptych Media; and Kate Pullinger's *The Mistress of Nothing,* published by McArthur & Company and optioned by Markham Street Films.

"I would like to thank you very much for organizing such a great event. Meeting the producers in such a concentrated way is not only interesting (especially for seeing what the trends are: boys, 8-12, comedy) but such an efficient use of our, publisher and producer, time. I also would like to say what a pleasure it is to take part in such a well-run event. As with last year I am sure we will get a couple of deals from these meetings, especially since we met a number of producers a second time which definitely builds relationships."

– Barbara Howson, House of Anansi and Groundwood Books

- OMDC's fifth International Financing Forum (IFF) held during the Toronto International Film Festival was a two-day event that brokered 300 one-on-one meetings between 40 local and international filmmakers and more than 30 high-ranking industry financing executives. The event featured roundtable discussions and networking receptions as well as a symposium on the state of the film industry.

▲ IFF Opening Panel members Mike Goodridge, Screen International; Eamonn Bowles, Magnolia Pictures; Tanya Seghatchian, UK Film Council; and Jonathan King, Participant Media. The panel discussed the genre trend in the marketplace and its impact on the types of films being financed.

- An initiative of the Entertainment and Creative Cluster Partnerships Fund, Canadian Music Week's "Spotlight on Latin America, 2012" will create new alliances and opportunities for Ontario's music sector. The project, which encompasses new media, mobile, gaming and film as well as recording, publishing and touring, will help local music companies develop new channels for marketing and distribution.

Ontario's Creative Media in the Global Marketplace

▲ Saidah Baba Talibah – MIDEM 2011 Showcase

The OMDC Export Fund gives Ontario's creative industries the funding to pursue international development opportunities, enabling them to establish a presence at market events and explore strategic partnerships through targeted sales trips. In 2010, the Export Fund supported the export activities of 161 companies across five sectors: 28 book, 28 film, 44 television, 29 music and 32 interactive digital media. Representatives of these companies made 600 trips to 274 foreign markets.

Export Fund: $1.6 million to 161 Ontario companies in books, film, TV, music and interactive digital media.

In addition, the OMDC promotes the province's creative industries at important international events, including the AFCI Locations Trade Show, American Film Market, Berlin Film Festival, Bologna and Frankfurt Book Fairs, Cannes Film Festival, Game Developers Conference, MIDEM, MIPCOM, MIP-TV, SXSW, to name just a few.

"The OMDC has been very supportive of our company and our artists over the past few years. Through programs like the Music Fund and the Export Fund, our company and our artists have been able to attain success worldwide and here at home. We are fortunate to represent three Ontario-based artists nominated for Juno Awards this year – Justin Nozuka, Hail The Villain and Finger Eleven – and they each have benefitted from the OMDC's support to Coalition Music. We are very lucky to have the OMDC in our corner."

–Rob Lanni, Co-Founder, Coalition Music

- In April, OMDC hosted a delegation of UK television producers. The day included a briefing at OMDC, followed by a CASO briefing at Starz Animation (now called Arc Productions) and a networking reception co-hosted by OMDC and the UK Consul-General.

- In August, OMDC's President and CEO, Karen Thorne-Stone, was invited to speak about screen industry policy, programs,

▼ Metric, *Last Gang Records*

▲ 2010 US Studio FAM Tour at Niagara Falls

market and business climate in Ontario / Canada to a conference for film, television and games industry representatives and senior political staff in Copenhagen. Thorne-Stone also led a delegation of Ontario producers to participate in a co-production forum at the Haugesund Film Festival in Norway which featured a 'Spotlight on Canada'. The program was sponsored by the Norwegian Embassy in Canada. Along with John Barrack of the Canadian Media Production Association (CMPA), Thorne-Stone presented to the forum on the benefits of co-producing in Canada. Strategic partnerships developed from the outbound mission and Ontario producers forged new ties. OMDC had the opportunity to reciprocate and hosted a visiting Danish delegation in November 2010.

- Through its Film Commission, the OMDC markets the province as a preferred destination for foreign and domestic filmmakers. Knowledgeable staff provide producers with location scouting and facilitation services, streamline processes and coordinate with other agencies and officials, all at no cost.

"If our pilot is successful, the OMDC Film Commission scouting services will have been a major part of bringing this 13×1hr series (which I hope will go for many seasons) to Ontario. We were able to make a creative pitch for why Ontario is the best fit for this series, due to the specificities of our Showrunner's vision, which you were able to match with photographs and information about some terrific Ontario towns. The stakes were high and you really delivered for eOne, for the people from this province that we will hire for this show, and for the future of scripted homegrown series in Ontario."

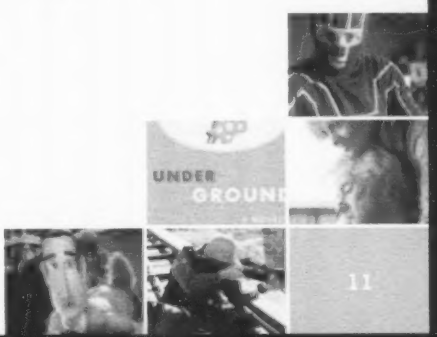
– Rachel Fulford, Vice President, Creative Affairs, Entertainment One

- In September 2010, the OMDC Film Commission hosted a Familiarization Tour (FAM Tour) to introduce L.A. film producers and studio executives with the breadth and depth of Ontario's production capabilities. Highlights of the four-day event included tours of studio facilities at Pinewood, Showline and Cinespace; a 3D FLIC demonstration at Starz Animation (now called Arc Productions); location tours of Toronto, Hamilton and Niagara Falls; and other related events sponsored by industry partners.

- This was followed up in January 2011 by a successful trade mission to L.A. organized jointly by the OMDC and the City of Toronto's Film and Television Office, and with sponsorship from FilmOntario, the venture promoted the advantages of producing screen-based content in Toronto and Ontario to over 100 Hollywood decision makers.

- The OMDC, with funding from the City of Toronto, maintains a full-time marketing presence in Los Angeles. The L.A. office provides on-the-ground support and services to attract U.S. productions to Ontario and helps domestic stakeholders access the Hollywood marketplace. In 2010, with assistance from the L.A. office, 16 productions, worth $210 million, chose to work in Ontario.

The award-winning Digital Locations Library offers online access to an interactive digital database of almost 200,000 images, representing over 9,500 Ontario locations, allowing virtual scouting from anywhere in the world.



Celebrating Ontario's Achievements

Ten English and seven French books were short-listed for the 23rd Annual Trillium Book Award, Ontario's prestigious literary award.

The Trillium Book Award/Prix Trillium, which encourages excellence in literature, has been bestowed upon internationally acclaimed authors such as Margaret Atwood, Michael Ondaatje, Alice Munro, Wayson Choy, Maurice Henrie and Marguerite Andersen.

Events leading up to the June 24th gala luncheon included a reception hosted by Open Book and an authors' dinner and reading. Interest in the awards reached an all-time high, generating over 57 million media impressions.

The two major English and French winners each received $20,000; their publishers received $2,500 to promote the winning titles. The English and French poetry winners were awarded $10,000 each, with $2,000 going to their publishers. All finalists were given a $500 honorarium.

23rd Trillium Book Award Winners

23rd Trillium Book Awards were presented to:

▲ English-Language: Ian Brown, *The Boy in the Moon* (Random House Canada)

▲ French-Language: Ryad Assani-Razaki, *Deux cercles* (VLB éditeur)

▲ English-Language Poetry: Karen Solie, *Pigeon* (House of Anansi Press)

▲ French-Language Poetry: Michèle Matteau, *Passerelles* (Les Éditions L'Interligne)

Michael McGowan, producer/director of *Score: A Hockey Musical*

Celebrate Ontario is the OMDC's annual salute to Ontario films and filmmakers, held during the Toronto International Film Festival. On September 10th, more than 600 key players from the creative industries, government, media and academia met to network and explore business opportunities at the Design Exchange. The guest speaker was producer/director Michael McGowan, whose lighthearted *Score: A Hockey Musical* was the Opening Gala film at TIFF.

The achievements of Ontario companies in other creative sectors earned accolades as well. The 2010 Canadian New Media Awards recognized Xenophile Media (Best Kids' Interactive); while Delvinia's Adam Froman was singled out for the 2010 Special Achievement Award.

LOVE LETTERS TO THE FUTURE

Our IDM creators were well represented at the 2010 Gemini Awards, with marblemedia's *Taste Buds* picking up a trophy for Best Cross-Platform project, and *Love Letters to the Future* winning Best Original Program or Series for Xenophile Media.

On February 7, 2011, OMDC celebrated past and present recipients of OMDC's Interactive Digital Media Fund (IDM Fund) at our first ever **OMDC IDM Showcase.** OMDC IDM Fund commenced in 2005 and was renewed in 2008 by the provincial government to encourage growth in Ontario's innovative economy.

Home to the most vibrant music scene in Canada, Ontario played host to the **40th Anniversary JUNO Awards** in March. The OMDC sponsored a week of music-related events, culminating in the broadcast itself, which drew the largest television audience in JUNO history. Highlights of the lead-up activities included sold-out "decades" concerts in Toronto; and the OMDC's JUNO Awards Nominees' Luncheon, which was emceed by hip hop artist Wes "Maestro" Williams and attended by 235 artists and industry stakeholders. The Ontario music industry continued to show its strength during awards season, earning 42 JUNO nominations, and five of ten slots on the 2010 Polaris Music Prize short list.

OMDC Kicks Off JUNO Week With Ontario JUNO Nominees' Luncheon

Innovative Financial Support

$10 million to help ideas hatch

Total $2 million of support to Industry Development Program supported 56 innovative initiatives.

Development of a single console game can take years to complete, at a cost of $4-$5 million.

OMDC's Industry Development Program

provides support to Ontario's cultural entrepreneurs by partnering with established trade and event organizations to offer initiatives, events and activities that stimulate the growth of the cultural media industries. Through this program, OMDC provided two million dollars supporting 56 initiatives that focussed on business opportunities for Ontario companies that create and sell content in the book, film, interactive digital media, magazine, music or television industries, and any combination of these industries. These included Magazine Canada's *Business Media Development Summits*, the Ottawa International Animation Festival's *Television Animation Conference*, Interactive Ontario's *GameON Finance*, Canadian Independent Music Association's *Showcase at MIDEM* and *SXSW* and Association of Canadian Book Pubishers' *Ontario Library Association 2011 Super Conference Collective Display* to name a few.

From Dream to Screen

A pilot program administered by the OMDC, the Intellectual Property Development Fund (IP Fund) was launched in 2009 to stimulate innovation in the creative sector by rebating early-stage development costs for screen-based properties.

The IP Fund helps companies with a proven record in television, film, video games, webisodes, mobisodes, internet properties and other screen-based content recoup 30% of the expenses incurred getting projects off the ground. Moving ideas from development into production involves a long list of expenditures such as story rights, concept art, game design, technical specification documentation, prototypes and pitch materials.

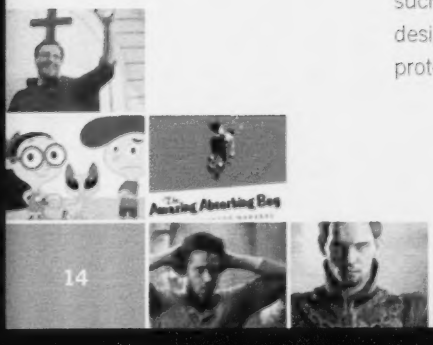
"The Intellectual Property Development Fund had an instant impact on our company and enabled us to be more ambitious in our development undertakings. Our development slate of television series and documentaries is now poised to turn into a production slate. For every $1 we spend in development, we generate, on average, $500 in production. Thank you for sharing the risks associated with development – we look forward to sharing the rewards of this investment with Ontarians who work on our shows and enjoy them on big screens and small."

– Peter Raymont, President, White Pine Pictures

The 2010 OMDC Film Fund awarded $3.6 million of production funding to 15 domestic feature films.

The OMDC Film Fund was established in 2005 to provide support for domestic feature films in the final stages of development and production financing. Since then, more than $17 million has been invested to support 134 films, providing more than 27,665 weeks of employment for Ontario's flourishing production community.

The fund enables Ontario-based filmmakers to complete their financing, providing up to $25,000 for development projects and up to $400,000 for production funding. OMDC Film Fund-supported productions involve outstanding filmmakers such as David Cronenberg, Deepa Mehta, Sarah Polley, Don Shebib and David Weaver.



▲ *Force of Nature: The David Suzuki Movie*

Kudos for recent OMDC Film Fund recipients:

- TIFF screened seven OMDC-supported films: *A Beginner's Guide to Endings; The Bang Bang Club; Barney's Version; Force of Nature: The David Suzuki Movie; Oliver Sherman; Score: A Hockey Musical;* and *The Whistleblower.* Another OMDC-supported film, *Trigger,* was chosen to open the TIFF Bell Lightbox.

- *Barney's Version* earned seven 2011 Genie Awards, as well as a Golden Globe (for lead actor Paul Giamatti) and an Oscar® nomination.

- *Force of Nature: The David Suzuki Movie* picked up the Cadillac People's Choice Documentary Award at TIFF as well as winning the International Award Of Excellence at the Canadian Environmental Media Awards.

Every $1 of OMDC support attracted an additional $19.86 for Ontario filmmakers in 2010-2011.

- *RUSH: Beyond the Lighted Stage* won the 2010 Heineken Audience Award at the Tribecca Film Festival, was nominated for a 2010 Grammy and went on to win a 2011 JUNO for Music DVD of the Year.

▲ DrinkBox Studios – *Tales from Space: About a Blob*

Independent digital game developer DrinkBox Studios drew upon the IDM Fund to create proprietary software for their homegrown project, *Tales from Space: About a Blob.* Thanks to OMDC support, the company now has innovative technology for use on future projects, as well as intellectual property rights, which will provide a future revenue stream. *About a Blob* was released early in 2011 as part of Sony Computer Entertainment America's "Pub Fund" program.

"The OMDC's IDM Fund was extremely helpful in assisting DrinkBox Studios in completing our first original game title: *Tales from Space: About a Blob.* The fund gave us a real competitive advantage and allowed us to employ the people needed to bring our concept all the way to market."

– Ryan MacLean, CEO, DrinkBox Studios Inc.

Enhancing tax programs

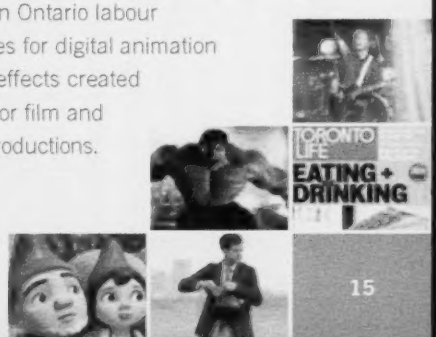
In cooperation with the Canada Revenue Agency, the OMDC manages six tax credit programs, which provide a stable and reliable source of financial support, of vital importance to the cultural media sectors:

Ontario Book Publishing Tax Credit (OBPTC), a 30% refundable tax credit on eligible expenditures to publish and market books by Canadian authors; available to Ontario-based Canadian corporations.

Ontario Film and Television Tax Credit (OFTTC), a 35% refundable tax credit on Ontario labour expenditures for film and television productions produced by Ontario-based Canadian corporations.

Ontario Production Services Tax Credit (OPSTC), a 25% refundable tax credit on Ontario production expenditures (both labour and non-labour costs as well as all post-production) for film and television productions by Canadian or foreign-controlled corporations.

Ontario Computer Animation and Special Effects Tax Credit (OCASE), a 20% refundable tax credit on Ontario labour expenditures for digital animation and visual effects created in Ontario for film and television productions.



Innvovative Financial Support
continued

Ontario Sound Recording Tax Credit (OSRTC), a 20% refundable tax credit on eligible expenditures to produce and market sound recordings by Canadian artists; available to Ontario-based Canadian corporations.

Ontario Interactive Digital Media Tax Credit (OIDMTC), a 40% refundable tax credit (35% for development under fee-for-service) on eligible expenditures to develop IDM products in Ontario; available to Canadian and foreign-controlled corporations.

In March, the government announced an enhancement to the Ontario Book Publishing Tax Credit, expanding the window of eligibility for marketing expenditures to include pre-publication marketing costs.

During 2010-2011, several tax credit milestones were reached. Certificates were issued for the 4,000th Ontario Film & Television Tax Credit, the 3,000th Ontario Sound Recording Tax Credit, the 2,500th Ontario Book Publishing Tax Credit, the 1,000th Ontario Production Services Tax Credit, the 500th Ontario Interactive Digital Media Tax Credit and the 500th Ontario Computer Animation and Special Effects Tax Credit. In the fifteen years since the first tax credit was introduced, the tax credit programs have supported over 12,290 projects.

Tax Credit Chart for 2010-2011

	Applications Received	Number of Certificates Issued	Number of Projects	Total Value of Estimated Tax Credits	Project Value
OBPTC	562	389	389	$2,740,831	$9,603,071
OSRTC	160	287	112	$1,476,031	$8,041,394*
OFTTC	310	275	275	$111,851,131	$703,618,710
OPSTC	135	95	95	$99,886,394	$1,709,553,391
OCASE	71	79	241	$17,970,475	$208,739,933
OIDMTC	197	127	414	$38,373,354	$232,560,410
Grand Total for all Tax Credits 2010/11	**1,435**	**1,252**	**1,526**	**$272,298,216**	**$2,872,116,910**

OCASE and OIDMTC applications are based on the applicant's fiscal year of activity and may include multiple productions. Up to 3 OSRTC certificates, for each fiscal year, are issued for each album.
*In 2010/2011 the methodology for reporting Project Value for OSRTC changed and this column reflects the restated numbers based on the new methodology. Total Value of Estimated Tax Credits reflects certificates issued in the fiscal year, NOT production activity in that period.

In 2010-2011, the OMDC and Canada Revenue Agency delivered tax credits for the book publishing, film and television, music, and interactive digital media sectors worth $272 million in support of 1,526 projects with budgets totaling almost $2.9 billion.

Advancing the knowledge

Ontario supports research, innovation and the "knowledge-economy" industries. The creative media cluster is an integral part of that. The OMDC conducts and supports research that advances knowledge and fosters growth in all six sectors of the cultural media. In addition to commissioning our own proprietary research, we provide funding to studies undertaken by industry partners, trade organizations and other stakeholders.

OMDC also provides funding to industry partners for research projects. In 2010-11, the reports that were published during the year were:

- *Towards a Framework for Digital Rights*, June 9, 2010
- *Economic Activity Associated with the 2008-09 Operations of the Toronto International Film Festival (TIFF)*, June 23, 2010
- *Canadian Business Press Information Sources Study*, May 20, 2010
- *Working Capital Publishing Stabilization Program*, October 21, 2010
- *Study of Canadian Feature Film Sales to TV Broadcasters*, March 2, 2011
- *The Red Oasis: A Report on Canadian Films in Canadian Schools*, March 9, 2011
- An additional study commissioned by OMDC during the year, *Directions in New Financing for the Cultural Media Industries*, was published in April 2010

All research is available in the OMDC Online Research Library.

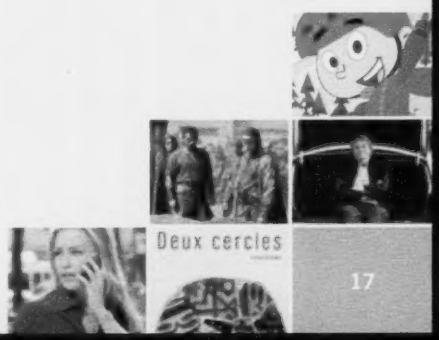
We also champion Ontario's cultural media industries to other levels of government. Last year, five submissions were made by the OMDC: two to the CRTC; two to the Department of Canadian Heritage; and one to Industry Canada's consultation on a National Digital Economy Strategy.

OMDC Online Research Library

Introduced in 2009, the OMDC Online Research Library offers stakeholders, clients and members of the public 24/7 access to a fully searchable database of cultural media research and statistics. There are now 320 documents in the Online Library.

In March, the OMDC team that developed the Online Research Library was recognized with an Applause Award from the Ministry of Culture and Tourism.

Over the past 12 months, the Online Library had 974 unique visitors, who conducted a total of 2,883 searches.



Doing Business Better

Getting the message out

Ontario is a global hub for content creation and distribution, boasting creative industries that are growing faster than the economy. The Ontario Media Development Corporation is actively promoting the capabilities and accomplishments of the cultural media cluster – which encompasses book and magazine publishing, film and television, music and interactive digital media – with dynamic marketing that lets the whole world know "We've got it going ON" in Ontario.

Traffic to the website continues to increase, with 275,776 visits and 671,460 page views logged in 2010.

Early in 2011, the OMDC unveiled an international multimedia advertising campaign showcasing Ontario's thriving cultural media sector, and encouraging investors and consumers alike to "be part of it." The campaign launched on television with advertising that features works by more than 80 Ontario companies, including a soundtrack by the band Metric, winner of a 2010 JUNO Award. Uploaded to YouTube in various formats, the spot has received over 5,000 hits. Print ads placed in Canadian, U.S. and U.K. trade and consumer publications as well as online components and an interactive website support the messaging, while a new Facebook page and Twitter feed expand the OMDC's social media activities.

Improving the process

Over the past several years, tax credit volumes have risen over 87%. Fund applications have doubled. Program offerings have increased 215%, with a 40% jump in the number of payments processed.

In the midst of dramatic growth and activity, the OMDC has maintained concerted efforts to improve our processes, working hard to find better, faster, simpler ways to serve our clients.

Last year, the Online Application Portal (OAP) was launched to streamline the application process for all OMDC programs. Response from stakeholders has been overwhelmingly positive: paperless and secure, the portal enables applicants to upload and store documents, track the status of applications and communicate with the OMDC. In April 2011, tax credits joined the other OMDC programs, which accept applications only through the OAP.

Throughout the year, OMDC staff conducted frequent workshops and information sessions to educate interested parties – from budding artists and students in the cultural media streams, to industry groups and international business partners – about how to benefit from and apply for OMDC support. Stakeholder outreach continues to be a key OMDC priority.

In addition, ongoing research and consultation helps us to refine and refocus OMDC programs and services, enabling us to keep pace with changing needs, and address opportunities as they arise.

MICHAEL ONDAATJE

Looking ahead

2011–2012 goals

In accordance with our Five Year Strategic Plan, we are working to ensure that the OMDC continues to be relevant to the sectors we serve, that we're positioned to respond effectively to emerging challenges, and that we take full advantage of opportunities to strengthen Ontario's book, magazine, film, television, music and interactive digital media industries, as cultural and economic leaders within Canada and the world at large.

In the year ahead, our objectives are to:

- **Improve access to capital** by enhancing the ability to attract public and private investment, and create partnerships with other areas of government

- **Promote digital evolution** by implementing ideas and strategies based on industry consultation

- **Encourage collaboration** by delivering cross-sector outreach opportunities to stimulate business prospects for technology and distribution firms and OMDC stakeholders

- **Broaden Market Intelligence** by being an information hub, acquiring and sharing knowledge that will increase the competitiveness of Ontario's creative industries

- **Support content development and market access** by investing in innovation, marketing Ontario companies and products both locally and globally, and promoting the province as a centre of excellence

23rd Annual Trillium Book Award Finalists/ Winners

Trillium Book Award English-language and French-language winners receive $20,000. Publishers of the winning books each receive $2,500 towards their promotional costs. The respective winners of the Trillium Book Award for Poetry in English language and in French language each receive $10,000 and their publishers receive $2,000. All finalists receive a $500 honorarium.

English Finalists for the Trillium Book Award/Prix Trillium are:

Margaret Atwood
The Year of the Flood
(McClelland & Stewart)

Ian Brown
*The Boy in the Moon**
(Random House Canada)

Alexandra Leggat
Animal
(Anvil Press)

Anne Michaels
The Winter Vault
(McClelland & Stewart)

Alice Munro
Too Much Happiness
(McClelland & Stewart)

Emily Schultz
Heaven is Small
(House of Anansi Press)

Cordelia Strube
Lemon
(Coach House Books)

French Finalists for the Trillium Book Award/Prix Trillium are:

Ryad Assani-Razaki
*Deux cercles**
(VLB éditeur)

Nicole Champeau
Pointe Maligne. L'infiniment oubliée
(Les Éditions du Vermillon)

Jean Mohsen Fahmy
Frères ennemis
(VLB éditeur)

Daniel Poliquin
René Lévesque
(Les Éditions du Boréal)

Daniel Soha
La Maison : une parabole
(Éditions du GREF)

English Finalists for the Trillium Book Award for Poetry are:

Susan Holbrook
Joy is so Exhausting
(Coach House Books)

Karen Solie
*Pigeon**
(House of Anansi Press)

Matthew Tierney
The Hayflick Limit
(Coach House Books)

French Finalists for the Trillium Book Award for Poetry are:

Jacqueline Borowick
Le chant du coucou
(Inanna Publications & Education Inc.)

Michèle Matteau
*Passerelles**
(Les Éditions L'Interligne)

*Winners

2010-11 OMDC Program Recipients

Entertainment and Creative Cluster Partnerships Fund

In 2010-11, the **fifth round** of the **Entertainment and Creative Cluster Partnerships Fund** (Partnerships Fund) provided support to 19 initiatives, awarding grants totalling $2.9 million to leverage an additional $7.7 million from 108 partners.

PROJECT DESCRIPTION	**The Canadian Publishers' Consortia Digital Asset Management (DAM)** Project will provide Canadian publishers with the infrastructure they need to thrive in the digital marketplace by providing access to a combination of systems and services to efficiently and securely create, archive, distribute, market, and directly sell their ebooks. ACP will purchase both metadata management and digital asset distribution tools that can be used by the publishers enrolled in its Canadian Publishers Digital Services (CPDS) activities to facilitate management, distribution, and sales of their digital assets. By purchasing centrally, with many publishers making use of the same services, all participants will benefit from better pricing than they would obtain individually and realize greater efficiencies, and as a result better margins, in getting their digital content to market.
PRIMARY PARTNER	Association of Canadian Publishers (ACP)
SECONDARY PARTNER	Organization of Book Publishers of Ontario (OBPO)

PROJECT DESCRIPTION	**The Digital Stage Initiative** is a research and development project that examines how content developed for the stages of Ontario theatre can be adapted and repurposed for use on other platforms AND be commercially viable for Ontario content creators and the theatre industry alike. The feasibility study is the anchor of the Digital Stage Initiative. Using the 2011 Playbill of the Stratford Shakespeare Festival as a case study, it will include research into digital theatre practices from Canada and around the world examining best practices on a range of topics that include financing, copyright, royalties and rights, union agreements, technology innovations and trends, audience research, marketing and revenue potential for ancillary digital media products.
PRIMARY PARTNER	Ballinran Productions Ltd., Co-Primaries: Digital Wizards (Ontario) Inc., 3reedom Digital Inc.
SECONDARY PARTNER	Stratford Shakespeare Festival, Canadian Actors' Equity Association

PROJECT DESCRIPTION	**The Ontario Augmented Reality Network (OARN)** is a unique collaboration of universities, private-sector developers, cultural agencies, trade associations, local government, and business generators dedicated to building and expanding the Augmented Reality Applications (ARA) sector across Ontario. The initiative consists of three pillars of activities (knowledge-sharing, research and training) in three locales: St. Catharines, London and Toronto.
PRIMARY PARTNER	Brock University
SECONDARY PARTNER	Niagara College of Applied Arts & Technology, University of Western Ontario
ADDITIONAL PARTNER	Furi Enterprises, Inc., Morro Images Inc., City of St. Catharines, Winvolve, Fourgrounds Media Inc., nGen, Interactive Ontario (IO), Digital Arts and Technology Association (DATA), Digital Extremes Ltd.

PROJECT DESCRIPTION	**CIMA's Music Export Portal and Mobile Application** extends the elements of the existing opportunities presented by the Virtual Music Export Office initiated by CIMA last year. The following improvements are proposed: 1) Build upon the Canadian Blast website (enhanced homepage layout, advanced search functions, tour dates in a calendar format, updates, social media integration); and 2) Modify the site to increase its audience reach. The website lists 400 international gigs, 267 artists and international trade events and also houses 12,000 industry contacts.
PRIMARY PARTNER	Canadian Independent Music Association (CIMA)

PROJECT DESCRIPTION	**Canadian Songwriters Hall of Fame Exhibit Project:** The funding will facilitate an in-depth 'Feasibility Study' for the creation of a physical Canadian Songwriters Hall of Fame, to be housed at the Toronto Centre for the Arts facility in Toronto, Ontario, the only major arts venue north of Bloor Street in Toronto, Ontario. The Hall of Fame will demonstrate and showcase best-in-class innovation in the area of technology, allowing for skills development that create both domestic and international marketing opportunities for the CSHF, the City of Toronto, the Province of Ontario.
PRIMARY PARTNER	Canadian Music Publishers Association (CMPA)
SECONDARY PARTNER	Songwriters Association of Canada (SAC)
ADDITIONAL PARTNER	Canadian Songwriters Hall of Fame, Toronto Centre for the Arts

2010-11 OMDC Program Recipients

continued

PROJECT DESCRIPTION	**Canadian Music Week: 'Spotlight on Latin America 2012'** is a project strategically designed to develop new channels for distribution, marketing and sales opportunities for Ontario's music sector at home and in the above emerging territory. The project includes all areas of music and entertainment including recording, publishing, music licensing, live performance and touring industries as well as all related technologies such as mobile, new media, technology, TV, film, gaming, broadcasting.
PRIMARY PARTNER	Canadian Music Week (CMW)
SECONDARY PARTNER	Canadian Independent Music Association (CIMA), Music Managers Forum Canada, Canadian Music Publishers Association (CMPA), Songwriters Association of Canada (SAC)
ADDITIONAL PARTNER	UBIFRANCE, Brasil Musica e Artes (Brazilian Music Export Office), Music Matters, Novasonik

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PROJECT DESCRIPTION	**Creative Industries Business and Leadership Mentoring Program:** To develop and evaluate a business and leadership skills mentorship program that would match senior personnel from growth-oriented companies across the cultural industries with appropriate mentors from the creative and other sectors. Between 1-4 senior personnel in growth-oriented companies (to a maximum of 15 individuals) in each of the creative industry sectors, who have been in business for at least three years, would be matched with appropriate mentors. CCCO would provide coaching for both mentors and mentorees to ensure the establishment of a strong working relationship, monitor the teams' progress, and provide several facilitative workshops.
PRIMARY PARTNER	Cultural Careers Council Ontario (CCCO)
SECONDARY PARTNER	Magazines Canada, Interactive Ontario (IO), Organization of Book Publishers of Ontario (OBPO), HotDocs

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PROJECT DESCRIPTION	**A Multi-Platform Marketing And Audience Engagement (Pilot) Program For Canadian Feature Film:** This project will leverage and develop the partners' collective knowledge of social media and online content consumption to create a new model for marketing and distribution of Canadian films. By enriching the consumer's connection with and experience of a film prior to and through the release, the project will show how Canadian producers, distributors and independent filmmakers can use social media and other online tools to build their audience, maximize their limited marketing dollars and increase distribution revenue.
PRIMARY PARTNER	Fresh Baked Entertainment Inc.
SECONDARY PARTNER	Mongrel Media Inc., Joe's Daughter Inc.
ADDITIONAL PARTNER	COMSolve Inc.

PROJECT DESCRIPTION	**Docs on Demand: Phase 2:** In this phase of "Docs On Demand", Hot Docs and the project partners will develop an integrated strategy focused on increasing financing and distribution opportunities for Ontario's docmakers. This will include assessing the value proposition of current and planned digital aggregator systems and content partnerships; developing alternate funding models such as crowd-sourcing and fiscal sponsorship; as well as producing practical professional development resources for the sector.
PRIMARY PARTNER	Hot Docs
SECONDARY PARTNER	Interactive Ontario (IO), Centennial College, Cultural Careers Council Ontario (CCCO)
ADDITIONAL PARTNER	Canadian Film Centre Media Lab, nextMedia, KinoSmith, The Documentary Organization of Canada (DOC), George Brown College

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PROJECT DESCRIPTION	**Direct to Consumer Mobile & Online Distribution Platform for Independent Labels & Artists:** IDLA and Indie Pool propose to build a white label artist / label branded online and mobile storefront solution that will allow for the direct-to-consumer sale of both physical products and digital files – in a multitude of formats and with the transaction, pricing and bundling options to be controlled by the artist or independent label.
PRIMARY PARTNER	Independent Digital Licensing Agency Inc. (IDLA)
SECONDARY PARTNER	Indie Pool Inc., Norris Whitney Communications Inc.

PROJECT DESCRIPTION	**Digital Discovery: The Next Generation (TNG)** will build on the Canadian Digital Newsstand (a successful previous Partnership Fund project) that will enhance the existing site with dynamic marketing and archiving functions as well as the creation of mobile-friendly websites and a feasibility study exploring the creation of a unique Canadian digital magazine and content platform system.
PRIMARY PARTNER	Magazines Canada

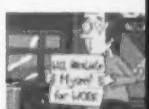
PROJECT DESCRIPTION	**NXNEi 2011** delivers an exciting new interactive experience for creators, new media producers, and tech entrepreneurs. This year's conference builds on the sold-out success of 2010's music-themed event by adding a focus on connecting the film industry with digital interactive companies, technologies, and business opportunities. With 4 days of leading-edge workshops, panel sessions, and inspiring keynote addresses, NXNEi will also draw web designers & developers, social media aficionados, and anyone interested in the digital interactive world.
PRIMARY PARTNER	North by Northeast Conferences Inc. (NXNE)
SECONDARY PARTNER	FITC Events, National Film Board of Canada (NFB)
ADDITIONAL PARTNER	NOW Magazine Inc., Women in Film and Television - Toronto (WIFT-T), Writers Guild of Canada (WGC), AUX-TV, Digital Arts & Technology Association (DATA)

PROJECT DESCRIPTION	**The "Open Book Network" Project:** Quill & Quire, Canada's magazine of book news and reviews, is partnering with The Walrus magazine and Open Book: Toronto and Open Book: Ontario (part of the Organization of Book Publishers of Ontario) to create a series of thematically related webcasts (audio and video) called the "Open Book Network." The project will also be supported by Toronto Life magazine.
PRIMARY PARTNER	Quill & Quire, Co-Primary: The Walrus Magazine
SECONDARY PARTNER	Open Book: Toronto and Open Book: Ontario (The Organization of Book Publishers of Ontario OBPO)
ADDITIONAL PARTNER	Toronto Life (St. Joseph Media)

PROJECT DESCRIPTION	**À L'HORIZON DU NUMÉRIQUE:** This project will enable French-Canadian publishers to fully enter the digital market, by providing support for the digital conversion of their backlist collections and the publishing of new titles in epub format.
PRIMARY PARTNER	Regroupement des éditeurs canadiens-français (RECF)

PROJECT DESCRIPTION	**New Product Development for the Creative Industries:** The current convergence of media across various screens (cinema, TV, personal computer, and mobile) offers creative content producers a unique opportunity to stand back and re-evaluate their methods for producing new products. This project proposes studying established commercial/industrial methodologies for new product development and applying those practices to the creation and production of screen-based entertainment content. With the view to improve the likelihood of their products' commercial success and critical acclaim, this project aims to create a knowledge base of reliable practices for Ontario's entertainment content creation companies.
PRIMARY PARTNER	Ryerson University
SECONDARY PARTNER	Marble Media, Digital Extremes, Breakthrough Entertainment, Corus Entertainment, Xenophile Media
ADDITIONAL PARTNER	Achilles Media

PROJECT DESCRIPTION	**The Regional Training and Consulting Unit (RTCU)** will be established as part of Sheridan College's Screen Industries Research and Training Centre (SIRT) at Pinewood Toronto Studios. It will create a collaborative professional development facility serving key technical, creative and administrative personnel within Ontario's film, television, and gaming sectors. RTCU will work with industry producer groups and guilds to develop pilot training modules, seminars, and workshops with particular focus on the increased integration of tasks and convergence of various production processes across targeted sectors. Complementary consulting and marketing activities will help build and brand Ontario's content production community as one of the most advanced in the world.
PRIMARY PARTNER	Sheridan College Institute of Technology and Advanced Learning
SECONDARY PARTNER	International Cinematographers Guild - IATSE 667
ADDITIONAL PARTNER	Directors Guild of Canada – Ontario (DGC), FilmOntario, ACTRA - Toronto



2010-11 OMDC Program Recipients

continued

PROJECT DESCRIPTION	**TIFF.nexus** is mandated to equip a new generation of Ontario's storytellers with the networks, skills, and partners that they need to succeed in a rapidly evolving and growing digital media landscape. TiFF.nexus will be thematically organized and consist of four major business conferences paired with four cross-sector creative jams: 1) Conference Events – addressing the needs and gaps in the sector by exploring key themes relevant to Ontario's new media industries: 2) Creative Jams – accelerating creativity as teams of media-makers and business management professionals conceive and prototype new ideas/products explored in conference events.
PRIMARY PARTNER	Toronto International Film Festival Inc. (TIFF)
SECONDARY PARTNER	Ryerson University, Interactive Ontario (IO), Hand Eye Society
ADDITIONAL PARTNER	Ubisoft Canada Inc., DDMiT Consortium (University of Toronto), George Brown College - Digifest, Site 3 coLaboratory Centre for Art and Technology, Women in Film and Television - Toronto (WIFT-T)

PROJECT DESCRIPTION	**Interactive Games Ontario 3D (iGO3D)** will define a quality user experience by: (1) establishing a game test facility where game developers can test their games and create a standardized set of game design parameters; (2) create guidelines for game development work flow techniques; (3) further S3D vision and auditory research with a view to verifying game design parameters; and (4) disseminate this information to Ontario's gaming industry through focused webinars and conferences.
PRIMARY PARTNER	University of Ontario Institute of Technology
SECONDARY PARTNER	York University
ADDITIONAL PARTNER	Digital Extremes Ltd., Big Blue Bubble Inc., University of Waterloo, S-3D Gaming Alliance, University of Western Ontario, Ontario Centres of Excellence (OCE), OCAD University (OCADU), Bedlam Games, Electronic Arts Inc., Junction Visual Effects Inc., George Brown College

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PROJECT DESCRIPTION	**Women in Digital Media Summit & Speakers' Series:** WIFT-T & The University of Waterloo, Stratford Campus will be hosting an International Digital Media Summit and Speakers' Series. The project will focus on women in digital media with an exploration of sector research, professional development, networking, and mentorship.
PRIMARY PARTNER	Women in Film & Television - Toronto
SECONDARY PARTNER	University of Waterloo - Stratford Campus
ADDITIONAL PARTNER	Dynamix Solutions, FITC Events, City of Stratford, Rhyzome Networks

OMDC Book Fund

The OMDC Book Fund invested $2.1 million in 36 Ontario publishers to support 43 new marketing projects. The total project budgets of the 43 projects that received support totaled $3.4 million. Thirty-six of the 43 projects had a digital component.

OMDC Book Fund Recipients

1. Annick Press Ltd.
2. Between the Lines Ltd.
3. Bookland Press Inc.
4. Brick Books Inc.
5. Broadview Press Inc.
6. Clements Publishing Group Inc.
7. Coach House Books Inc.
8. Crabtree Publishing Company Ltd.
9. Dundurn Press Ltd.
10. ECW Press Ltd.
11. Emond Montgomery Publications Ltd.
12. Groundwood Books Ltd.
13. Guernica Editions Inc.
14. House of Anansi Press Inc.
15. Insomniac Press Ltd.
16. Irwin Law Inc.
17. James Lorimer & Company Ltd.
18. Key Porter Books Ltd.
19. Kids Can Press Ltd.
20. Les Éditions du Vermillon
21. Les Éditions L'Interligne
22. McArthur & Company Publishing Ltd.
23. McClelland & Stewart Ltd.
24. Owlkids Books Inc.
25. Pembroke Publishers Ltd.
26. Playwrights Canada Press Ltd.
27. Porcupine's Quill, Inc.
28. Prise de parole Inc.
29. Rainbow Horizons Publishing Inc.
30. Robert Rose Inc.
31. Second Story Feminist Press Inc.
32. Thomas Allen & Son, Ltd.
33. Thompson Educational Publishing Inc.
34. Tundra Inc.
35. University of Ottawa Press
36. University of Toronto Press Inc.

2010-11 OMDC Program Recipients

continued

OMDC Film Fund

The OMDC Film Fund provided support of $3.95 million for 15 production applications and 15 development applications, generating total spending of $75.6 million and about 7,033 weeks of work. Every dollar invested by OMDC in production projects generated an additional $19.86 in production financing for Film Fund films.

OMDC Film Fund Dramatic Film Production Recipients

Film Project	Company	Producer*/Director
388 Arletta Avenue	Copperheart Entertainment Inc.	Steven Hoban/Randall Cole
Cosmopolis	Plausible Communications	Martin Katz/David Cronenberg
Down The Road Again	Union Pictures of Canada Inc.	Robin Cass/Don Shebib
Edwin Boyd	Euclid 431 Pictures Inc.	Allison Black/Nathan Morlando
The Entitled	Dynan Productions Inc.	Robin Crumley/Aaron Woodley
Kelly's Bar	Spoken Song Productions Inc.	Shirley Cheechoo/Shirley Cheechoo
La Sacrée	Balestra Productions Inc.	Mark Chatel/Dominic Desjardins
The Maiden Danced To Death	Quiet Revolution Pictures Inc.	Michael Dobbin/Endre Hules
Midnight's Children	Hamilton-Mehta Productions Inc.	David Hamilton/Deepa Mehta
The Samaritan (a.k.a. Lie Down With Darkness)	Lumino Pictures Inc.	Suzanne Cheriton/David Weaver
Servitude	Servitude Productions Inc.	Michael Sparaga/Waren P. Sonoda
Take This Waltz	Joe's Daughter Inc.	Susan Cavan & Sarah Polley/ Sarah Polley

OMDC Film Fund Documentary Film Production Recipients

Film Project	Company	Producer*/Director
The David Steinberg Documentary	D. Nightingale & Associates Ltd.	Alyson Richards/Barry Avrich
Trouble In The Peace	Six Island Productions Inc.	Paul Scherzer/Julian Pinder
The World Before Her	Storyline Entertainment Inc.	Eduard Barreveld/Nisha Pahuja

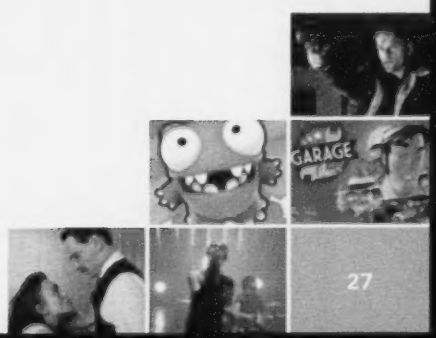
OMDC Film Fund Dramatic Film Development Recipients

Film Project	Company	Producer*/Director
The Ballad of Walter Bighands	StrømHaus Productions Ltd.	Jeanne Strømberg/Marni Banack
Born Into This	Spiral Media Inc.	David Miller/Emmanuel Shirinian
Cosmopolis	Plausible Communications	Martin Katz/David Cronenberg
Dead Sleep	Coneybeare Stories Inc.	Wilson Coneybeare/ Wilson Coneybeare
FIGHT!	Lumanity Productions Inc.	Robert Budreau/Robert Budreau
Foxfire	The Film Farm Inc.	Simone Urdl/Laurent Cantet
Lost Girls	Copperheart Entertainment Inc.	Steven Hoban/Erik Canuel
Maudie	Screen Door Inc.	Mary Young Leckie/ Jean-Francois Pouliot
Sea Witches	Shaftesbury Inc.	Scott Garvie/Jon Cassar
Truck Stop	Sixth Avenue Enterprises Ltd.	Sally Karam/Laurie Lynd

OMDC Film Fund Documentary Development Recipients

Film Project	Company	Producer*/Director
Crisis Point: Can You Change the World?	Resolve Labs Inc.	Andreas Ua'Siaghail
Fallen Heroes	Conquering Lion Pictures Inc.	Damon D'Oliveira/Clement Virgo
Melody Makers (a.k.a. Should've Been There)	2053152 ONTARIO INC.	Cher Hawrysh/Leslie Ann Coles
Painting by Number$	Chaser Films Inc.	Jeannette Loakman/Brenda Kovrig
Therafields	136469 Canada Limited	Bill Imperial & Ron Mann/ Ron Mann

*Producer listed as the producer who made the application for the film fund.



2010-11 OMDC Program Recipients

continued

OMDC Interactive Digital Media Fund

The OMDC Interactive Digital Media (IDM) Fund is designed to provide Ontario interactive digital media content companies with access to the final piece of funding required to move their content projects into production. Successful applicants will receive a non-refundable contribution of up to $150,000 to a maximum of 50% of the project budget to create a market-ready interactive digital media content product. OMDC supported 19 projects with a total of $2 million with combined project budgets of $5.9 million. It is estimated that this will create 3,867 weeks of work.

2010-11 OMDC Interactive Digital Media Fund Recipients

1. Chocolate Interactive
2. Cloudships – Artech Digital Entertainments
3. Crash Canyon Adventure – Breakthrough New Media Inc.
4. Dark Incursion – Big Blue Bubble Inc.
5. Dino Dan – Cycle 2 – Mobile Applications and Digital Content – Sinking Ship Entertainment Inc.
6. Gem Force – Big Deal Games Inc.
7. Guidestones – iThentic Canada Inc.
8. Hegemony 2: Caesar in Gaul – Longbow Digital Arts Inc.
9. Mega Run – Get Set Games Inc.
10. Ninja vs. Robots – Romper Games, Inc.
11. Pillars of Freedom, II (11-20) – Smiley Guy Studios Inc.
12. Pirates – XMG Studio Inc.
13. Project 1812 – TEACH Magazine
14. Sideway: New York (formerly "Sideway") – Playbrains Inc.
15. Supreme Ruler 1936 – BattleGoat Studios Inc.
16. Tales from Space: Return of the Blobs – DrinkBox Studios Inc.
17. Train Wreck – Stir Fry Games Inc.
18. Tug of Warriors – Little Guy Games Inc.
19. Written Legends: Nightmare at Sea – Vast Studios Inc.

OMDC Magazine Fund

OMDC provided $1.8 million to 44 Ontario-based magazine publishers supporting 48 projects with project budgets totaling $3.4 million. Thirty-seven of the 48 projects supported had a digital component.

2010-11 OMDC Magazine Fund Recipients

1. 2 For Life Media Inc.
2. Actual Media Inc.
3. AGW Publishing Inc.
4. Alternatives Inc.
5. Applied Arts Inc.
6. Azure Publishing Inc.
7. Canadian Art Foundation
8. Canadian Education Association
9. Canadian Geographic Enterprises
10. Canadian Home Publishers
11. Canadian Newcomer Magazine Inc.
12. Catspaw Media Inc.
13. CLB Media Inc.
14. Corporate Knights Inc.
15. Disability Today Publishing Group, Inc.
16. Exclaim! Media
17. Green Teacher
18. Gripped Publishing Inc.
19. Horse Publications Group
20. Inside Track Communications Inc.
21. It World Canada Inc.
22. Kerrwil Publications Ltd.
23. Literary Review of Canada
24. Lloydmedia, Inc.
25. Media Matters Inc.
26. Outpost Inc.
27. Pedal Magazine
28. Prefix Institute of Contemporary Art
29. Quarto Communications Ltd. Partnership
30. Red Maple Foundation
31. Riptide Resources Inc.
32. Salon Communications Inc.
33. SBC Media Inc.
34. Skynews Inc.
35. Snow Goer Media
36. Snowsport Media Inc.
37. Solstice Publishing Inc.
38. Spacing Media Inc.
39. The Evangelical Fellowship of Canada
40. The Walrus Foundation
41. Toronto Life Publishing Company Ltd.
42. Verge Magazine Inc.
43. Youngblood Publishing Ltd.
44. Your Workplace

OMDC Music Fund

The OMDC Music Fund provided $851,048 to 21 independent music labels and music publishers to finance business development projects. This fund supported 41 projects with total project budgets of $2.3 million.

2010-11 OMDC Music Fund Recipients

1. Anthem Entertainment Group Inc.
2. Arts & Crafts Productions Inc.
3. Awesome Productions and Management Inc.
4. Black Box Recordings Inc.
5. Bumstead Productions Ltd.
6. Casablanca Media Publishing
7. Coalition Entertainment
8. CP Records Inc.
9. Dine Alone Music Inc.
10. Earl Rosen and Associates Ltd.
11. Kelp Records Corp.
12. Last Gang Records Inc.
13. Linus Entertainment Inc.
14. MapleCore Ltd.
15. OLE Media Management (GP) Inc.
16. Pandyamonium Management Inc.
17. Paper Bag Records
18. Play Records Inc.
19. RGK Entertainment Group, Inc.
20. Six Shooter Records Inc.
21. The Management Trust Ltd.

OMDC Export Fund

The Export Fund has five strands – books, film and television, music and interactive digital media. In 2010-11, OMDC supported 161 Ontario companies attending 274 foreign markets making 600 trips. OMDC support of these companies' initiatives totalled $1.6 million out of project budgets totaling $4.7 million.

2010-11 OMDC Export Func – Book Recipients

1. Annick Press Ltd.
2. Biblioasis Inc.
3. Bookland Press Inc.
4. Clements Publishing Group Inc.
5. Coach House Books Inc.
6. Crabtree Publishing Company Ltd.
7. DC Canada Education Development (DCCED) Corp.
8. Dundurn Press Ltd.
9. ECW Press Ltd.
10. Firefly Books Ltd.
11. Groundwood Books Ltd.
12. House of Anansi Press Inc.
13. Howard Aster & Associates Corp. Ltd.
14. Insomniac Press Ltd.
15. James Lorimer & Company Ltd.
16. Kids Can Press Ltd.
17. McArthur & Company Publishing Ltd.
18. Owlkids Books Inc.
19. Playwrights Canada Press Ltd.
20. Rainbow Horizons Publishing Inc.
21. Robert Rose Inc.
22. Sara Jordan Publishing
23. Second Story Feminist Press Inc.
24. Tightrope Books Inc.
25. Tralco Educational Services Inc.
26. Tundra Inc.
27. University of Toronto Press Inc.
28. Wilfrid Laurier University Press

2010-11 OMDC Program Recipients

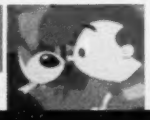
continued

2010-11 OMDC Export Fund – Film Recipients

1. Alcina Pictures Ltd.
2. Amythos Media Inc.
3. Conquering Lion Pictures Inc.
4. Corey Marr Productions Inc.
5. Devonshire Productions Inc.
6. DRM Productions Inc.
7. Euclid 431 Pictures Inc.
8. Foundry Films Inc.
9. Gearshift Films Inc.
10. Hellhound Productions Inc.
11. Lumanity Productions Inc.
12. Markham Street Films Inc.
13. New Real Films
14. Phenomenal Films Inc.
15. Quiet Revolution Pictures Inc.
16. Rhombus Media Inc.
17. Shadow Shows Inc.
18. Sienna Films Inc.
19. Six Island Productions Inc.
20. SK Films Inc.
21. Strada Films Inc.
22. Straight Edge Films Inc.
23. Sudden Storm Entertainment Ltd.
24. Take 5 Productions Inc.
25. The Film Farm Inc.
26. The Film Works Ltd.
27. Triptych Media Inc.
28. WestWind Pictures Ltd.

2010-11 OMDC Export Fund – Television Recipients

1. Amaze Film + Television Inc.
2. aquaCULTURE Pictures Inc.
3. Associated Producers Ltd.
4. Brilliant Red Media
5. Cache Film and Television Inc.
6. Canamedia Inc.
7. Cave 7 Productions Inc.
8. CCI Entertainment Ltd.
9. Chocolate Box Entertainment
10. Copperheart Entertainment Inc.
11. Coptor Productions Inc.
12. Cream Productions Inc.
13. D. Nightingale & Associates Ltd.
14. Frantic Films Ontario Inc.
15. Frogwater Media Inc.
16. GAPC Entertainment Inc.
17. Guru Animation Studio Ltd.
18. In Sync Video
19. Inigo Films Inc.
20. Insight Production Company Ltd.
21. Kensington Communications Inc.
22. Keyframe Digital Productions Inc.
23. Media Headquarters Film & Television Inc.
24. Microtainment Plus Productions Inc.
25. Nomad Films Inc.
26. Portfolio Entertainment Inc.
27. Primevista Television Inc.
28. Primitive Entertainment Inc.
29. PTV Productions Inc.
30. Real to Reel Productions Inc.
31. Rebel Media Ventures International
32. Red Queen Productions Inc.
33. RTR Media Inc.
34. Sarrazin Productions Inc.
35. Shaftesbury Films Inc.
36. Sphinx Productions
37. Step Three Productions Ltd.
38. Stornoway Productions
39. Storyline Entertainment Inc.
40. Take 3 Productions Inc.
41. Temple Street Productions Inc.
42. The Fremantle Corp.
43. White Pine Pictures Inc.
44. Yowza Digital Inc.

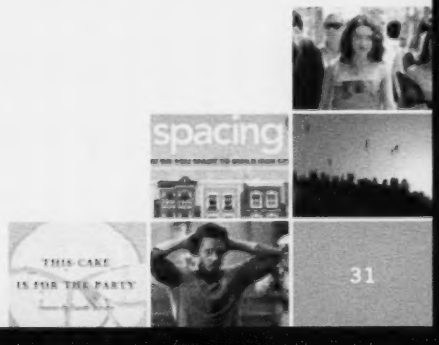


2010-11 OMDC Export Fund – Interactive Digital Media Recipients

1. Antic Entertainment Inc.
2. AplusB Software Corp.
3. BattleGoat Studios
4. Bedlam Games Inc.
5. Big Blue Bubble Inc.
6. Breakthrough New Media Inc.
7. Capybara Games Inc.
8. Chocolate Liberation Front Inc.
9. CineFocus Canada Interactive Inc.
10. DHX Interactive Inc.
11. Digital Extremes Ltd.
12. Digital Frog International Inc.
13. DrinkBox Studios Inc.
14. Get Set Games Inc.
15. Hop To It Productions Inc.
16. InViVo Communications Inc.
17. Longbow Digital Arts Inc.
18. marblemedia Interactive Inc.
19. Metanet Software Inc.
20. Playbrains Inc.
21. Practi-Quest Inc.
22. Resolve Labs Inc.
23. SailorJones Media Inc.
24. Soda Entertainment Inc.
25. Splashworks.com Inc.
26. Spooky Squid Games Inc.
27. Springbay Studio Ltd.
28. Untold Entertainment Inc.
29. Vast Studios Inc.
30. Xenophile Media Inc.
31. XMG Studio Inc.
32. zinc Roe Inc.

2010-11 OMDC Export Fund – Music Recipients

1. Arts & Crafts Productions Inc.
2. Bumstead Productions Ltd.
3. Canadian Music Centre/Centre de Musique Canadienne
4. Casablanca Media Publishing
5. Coalition Entertainment
6. Curve Music Inc.
7. Dine Alone Music Inc.
8. Distort Inc.
9. Do Right Music Inc.
10. Kelp Records Corp.
11. Last Gang Records Inc.
12. Linus Entertainment Inc.
13. MDM Recordings Inc.
14. Mel's Rockpile Management
15. OLE Media Management (GP) Inc.
16. Outside Music Distribution Inc.
17. Pandyamonium Management Inc.
18. Paper Bag Records
19. Peter Cardinali Productions Inc.
20. Play Records Inc.
21. Q&A Music Rights Administration Inc.
22. RGK Entertainment Group, Inc.
23. Six Shooter Records Inc.
24. Somerset Entertainment Ltd.
25. Sonic Unyon
26. Starfish Entertainment Inc.
27. tanjola Brand Partners Inc.
28. The Borealis Recording Company Ltd.
29. Upper Class Recordings Inc.



2010-11 OMDC Program Recipients

continued

Industry Development Program

Ontario Media Development Corporation provides support to Ontario's cultural entrepreneurs by partnering with established trade and event organizations to offer initiatives, events and activities that stimulate the growth of the cultural media industries. These initiatives must promote the potential for measurable commercial transactions or other business-focused opportunities for Ontario companies that create and sell content in the book and magazine, film and television, music and interactive digital media industries and any combination of these industries. OMDC Industry Development Program provided support to industry to trade organizations for a total of 56 initiatives during the year. This support has lead to a reported 5,881 business connections by participants to date.

2010-11 Industry Development Program Recipients

1. Achilles Media Ltd. – nextMEDIA
2. Association of Canadian Publishers – Bologna Networking Event
3. Association of Canadian Publishers – Bookshelf Implementation
4. Association of Canadian Publishers – OLA Networking Luncheon
5. Association of Canadian Publishers – School Library Marketing: Whitebox Initiative
6. Association of Canadian Publishers – TD National Reading Campaign & Summit
7. Atlantic Film Festival – Strategic Partner Provincial Buzz
8. Atlantic Film Festival – Strategic Partners
9. Book and Periodical Council - Book Summit: Hot New Models – The Amazing Transformation of Business & Culture
10. Canadian Business Press – Power of Print
11. Canadian Film Centre – WSFF Short Films: BIG IDEAS Symposium
12. Reel Canada – Canadian Film in Schools
13. Canadian Film Institute/Ottawa International Animation Festival – Television Animation Conference
14. Canadian Independent Music Association – Canada at SXSW
15. Canadian Independent Music Association – Canadian Blast Showcase /Networking Music Marathon
16. Canadian Independent Music Association – International Trade Shows & Festival in Germany
17. Canadian Independent Music Association – MIDEM
18. Canadian Independent Music Association – Mission to Honk Kong/Music Matters
19. Canadian Music Week – International Marketplace
20. Cinéfest Sudbury, International Film Festival – Industry Form
21. Digital Interactive Gaming London Inc. – DIG
22. Documentary Organization of Canada – DOC Mentorship at Hot Docs
23. Hot Docs – Hot Docs
24. Interactive Ontario Industry Association – Brazil Mission
25. Interactive Ontario Industry Association – GameON Finance IV
26. Interactive Ontario Industry Association – iLunch 9.0
27. Interactive Ontario Industry Association – IN10 The Interactive Exchange
28. Interactive Ontario Industry Association – KidScreen Mission
29. Magazines Canada – Advertising Campaign Phase II
30. Magazines Canada – Best on Page Awards
31. Magazines Canada – Business Media Development Summit
32. Magazines Canada – Cooperative Direct Marketing Campaign Print/Digital
33. Magazines Canada – Digital Resources Development Phase II
34. Magazines Canada – MagNet
35. Magazines Canada – Ontario Industry Growth Program
36. Magazines Canada – Ontario Newsstand Marketing Campaign
37. Magazines Canada – Recycle This Magazine Campaign
38. McLuhan Global Network Conferences – Vortex Videogame Conference and Competition
39. Music and Film in Motion/Musique et film en movement – Northern Ontario Music and Film Awards Conference
40. Music Managers Forum Canada – Canada's Management Workshop/Mentoring Sessions
41. North by Northeast Conferences Inc. – NXNE

2010-11 Industry Development Program recipients *continued*

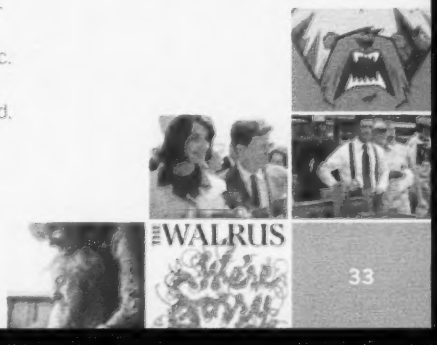
42. Organization of Book Publishers of Ontario – Open Book
43. Organization of Book Publishers of Ontario – Super Conference Collective Display
44. Organization of Book Publishers of Ontario – Wholesalers Initiatives
45. PhemPhat Entertainment Group – Honey Jam
46. Planet in Focus: International Environmental Film & Video Festival – Industry Initiatives
47. ReelWorld Festival and Foundation – Networking Brunch
48. The Ontario Council of Folk Festivals – Presenters Program
49. Toronto Book and Magazine Fair – WOTS Digital Drive Stage
50. Toronto International Film Festival Inc. – Film Circuit
51. Toronto International Film Festival Inc. – Sales Office
52. Toronto International Film Festival Inc. – Sprockets
53. Toronto Public Library – Make Some Noise: Toronto Public Library & JUNO Awards
54. Toronto Reel Asian International Film Festival – Industry Series
55. Toronto Urban Music Festival Inc. – Urban Music Business Conference
56. Women in Film & Television – Toronto – Development Incubator

Intellectual Property Development Fund (IP Fund)

The Intellectual Property Development Fund (IP Fund) assists Ontario corporations by providing a refund of 30% of prior costs incurred in direct support of eligible early-stage development activities to bring screen-based content properties closer to production or market-ready stage. Qualifying Ontario corporations may apply for expenditures incurred over the course of a taxation year that relate to a slate of early-stage development activities undertaken by the corporation. Eligible expenditures are those incurred after March 31, 2009 up to and including March 31, 2010. OMDC began to receive applications for the IP Fund in January 2010. By March 31, 2011, OMDC's IP Fund, which helps screen-based companies move ideas from development to production, rebated $5.5 million in grants to 103 companies for a total estimate of development expenditures of $38.3 million.

Companies which received IP Fund rebates in 2010-11 included:

1. 1207554 Ontario Inc.
2. 136469 Canada Ltd.
3. 2018120 Ontario Inc.
4. 2206569 Ontario Inc.
5. 2228335 Ontario Ltd.
6. 6852785 Canada Ltd.
7. 6909736 Canada Inc.
8. 7147708 Canada Inc.
9. Air Farce Productions
10. Amarna Productions Inc.
11. Amythos Media Inc.
12. Angel On Campus Productions Ltd.
13. Associated Producers Ltd.
14. Being Erica II Productions Ltd.
15. Bensondale Productions Inc.
16. Blue Lizard Productions Inc.
17. Bomi Videotape Productions Ltd.
18. BookShorts Inc.
19. Breakthrough Film & Television Inc.
20. Bunk 11 Pictures Inc.
21. Burn My Mortgage Inc.
22. Capri Films Inc.
23. Chris Knight Enterprises Inc.
24. Coneybeare Stories Inc.
25. Copperheart Entertainment Inc.
26. Coptor Productions Inc.
27. D. Nightingale & Associates Ltd.
28. Darchien Pictures Inc.
29. Darius Films Inc.
30. Digital Extremes Ltd.
31. DrinkBox Studios Inc.
32. E1 Television BAP Ltd.
33. E1 Television Ltd. f.k.a. Blueprint Entertainment Corp.
34. Ecstasy Film Inc.



2010-11 OMDC Program Recipients

continued

Companies which received IP Fund rebates in 2010-11 *continued*

35. Fifth Ground Entertainment Inc.
36. Fire Development Inc.
37. Firefish Entertainment Inc.
38. Four Seasons Productions Inc.
39. General Purpose Entertainment Inc.
40. Genuine Pictures Inc.
41. Gorilla Media Inc.
42. Havana 57 Inc.
43. Heroic Film Company Inc.
44. HitGrab Inc.
45. Hungry Eyes Film & Television Inc.
46. Insight Production Company Ltd.
47. Ivy Entertainment Inc.
48. JDM Productions Ltd.
49. Jonsworth Productions Inc.
50. Kensington Communications Inc.
51. Kill Shakespeare Entertainment Inc.
52. Lumanity Productions Inc.
53. Makin' Movies Inc.
54. marblemedia Inc.
55. Markham Street Films Inc.
56. Matter of Fact Media Inc.
57. MB Media Productions Inc.
58. Media Headquarters Film & Television Inc.
59. Montefiore Films Inc.
60. Netherwood Film Productions Inc.
61. New Real Films
62. Oliver Sherman Productions Inc.
63. OmniG Software Inc.
64. Peace Point Entertainment Group Inc.
65. Phantom Compass Inc.
66. Plausible Communications
67. Portfolio Entertainment Inc.
68. Primitive Entertainment Inc.
69. Purefire Communications Inc.
70. Quiet Revolution Pictures Inc.
71. Real to Reel Productions Inc.
72. Rhombus Media Inc.
73. Roll The Hard Six Media Productions Inc.
74. RTR Media Inc.
75. Ruffman Entertainment, Inc.
76. SailorJones Media Inc.
77. Sarrazin Productions Inc.
78. Screen Door Inc.
79. Secret Location Inc.
80. Shaftesbury Films Inc.
81. Sienna Films Inc.
82. Silicon Knights Inc.
83. Sinking Ship Entertainment Inc.
84. Six Island Productions Inc.
85. Social Game Universe Inc.
86. Spooky Squid Games Inc.
87. Stagename Inc.
88. Storyline Entertainment Inc.
89. Sudden Storm Entertainment Ltd.
90. Summer Pictures Inc.
91. Summerhill Entertainment Inc.
92. Temple Street Productions Incorporated
93. The Boys of Spring Productions Inc.
94. The Film Works Ltd.
95. Triptych Media Inc.
96. Untold Entertainment Inc.
97. Victory Man Productions Limited
98. Vubiz Ltd.
99. White Otter Productions Ltd.
100. White Pine Pictures Inc.
101. Whizbang Films Inc.
102. Yowza Digital Inc.
103. Z Films Inc.

OMDC Research Grants

OMDC offers financial support directly to incorporated not-for-profit industry organizations undertaking research initiatives that support or complement the mandate of OMDC. In 2010-11, OMDC awarded $300,462.50 in research grants to eight studies.

2010-11 OMDC Research Grant Recipients

1. Computer Animation Studios of Ontario – *2011 Industry Profile*, $33,250
2. Centennial College – *Feasibility Study for the Screen-based Content Producer Program*, $11,648
3. Canadian Independent Music Association – *Analysis of the Impact of the Ontario Sound Recording Tax Credit (OSRTC)*, $77,800
4. Documentary Organization of Canada – *Digital Distribution Report: The Performance of Documentaries on Digital Services in Canada*, $10,000
5. FilmOntario – *Competitiveness Study on Toronto, Ontario as a Production Jurisdiction*, $63,264.50
6. Mobile Experience Innovation Centre – *Mobile Innovation: Ontario's Growing Mobile Content, Services and Applications Industry*, $40,000
7. Songwriters Association of Canada – *Monetizing Music File Sharing: A New B2B Model*, $14,500
8. Women in Film and Television – Toronto – *Framework II: Canada's Screen-based Workforce*, $50,000

Board of Directors

Ontario Media Development Corporation (2010-11)

Kevin Shea, Chair
Owner and President
SheaChez Inc.
– appointed and designated Chair August 24, 2006; re-appointed and re-designated August 24, 2009

Nyla Ahmad
Vice-President, New Venture Operations & Strategic Partnerships
Rogers Communications Inc.
– appointed August 12, 2009

Paul Bronfman
Chairman and Chief Executive Officer
Comweb Group Inc. and *William F. White International Inc.*
Chairman
Pinewood Toronto Studios
– appointed April 14, 2010

Alexandra Brown
Alex B. & Associates
– appointed February 7, 2007 designated Vice-Chair and re-appointed February 7, 2010

Susan de Cartier
President
Starfish Entertainment
– appointed March 10, 2010

Nathon Gunn
CEO
Bitcasters
– appointed February 21, 2007; re-appointed February 7, 2010

Leesa Kopansky
Executive Director
Lights, Camera, Access!
– appointed February 21, 2007; re-appointed February 7, 2010

Sarah MacLachlan
President
House of Anansi Press and *Groundwood Books*
– appointed August 12, 2008; re-appointed February 7, 2011

Ildiko Marshall
former Vice-President and Publisher
Today's Parent Group at *Rogers Publishing*
– appointed April 14, 2010

Marguerite Pigott
Creative Development Group Lead
Super Channel
Principal
Megalomedia Productions Inc.
– appointed August 12, 2009

Justin Poy
President and Creative Director
The Justin Poy Agency
– appointed July 8, 2010

Kiumars Rezvanifar
President
KVC Communications Group
– appointed August 24, 2006; re-appointed February 7, 2009

Robert Richardson
President
Devon Group
– appointed November 10, 2005; re-appointed February 7, 2008; re-appointed February 11, 2011

Nicole St. Pierre
Head of Business and Legal Affairs
Mercury Filmworks
– appointed March 3, 2010

Mark Sakamoto
Manager, Business, Rights and Content Management
CBC A&E
– appointed August 21, 2008; re-appointed February 7, 2011

John B. Simcoe
Partner
PricewaterhouseCoopers
– appointed February 7, 2003; re-appointed February 7, 2006; re-appointed February 7, 2009

Blake Tohana
former Executive Vice-President and CFO
Magna Entertainment Inc.
– appointed March 10, 2010

Total remuneration to the Board of Directors for the fiscal year ending March 31, 2011 was $42,475.

Management's Responsibility for Financial Statements

The accompanying financial statements have been prepared by management in accordance with Canadian generally accepted accounting principles and are the responsibility of management. Where estimates or judgments have been required, management has determined such amounts on a reasonable basis in conformity with Canadian generally accepted accounting policies.

Management maintains a system of internal controls designed to provide reasonable assurance that the assets are safeguarded and that reliable financial information is available on a timely basis. The system includes formal policies and procedures and an organizational structure that provides for appropriate delegation of authority and segregation of responsibilities.

Ontario Media Development Corporation's Board of Directors is responsible for ensuring that management fulfills its responsibilities. The Board has appointed an audit committee from among its own members. The audit committee meets periodically with senior management and the Office of the Auditor General of Ontario to discuss audit, internal control, accounting policy, and financial reporting matters. The financial statements are reviewed by the audit committee before approval by the Board of Directors.

The Office of the Auditor General of Ontario conducts an annual audit in accordance with subsection 14(1) of Ontario Regulation 672/00 of the *Development Corporations Act*. The auditor's report outlines the scope of the auditor's examination and opinion.

Karen Thorne-Stone
President & Chief Executive Officer

Raina Wells
Director, Business Affairs and Research (A)

September 27, 2011

Independent Auditor's Report

To the Ontario Media Development Corporation and the Minister of Tourism and Culture

I have audited the accompanying financial statements of the Ontario Media Development Corporation, which comprises the statement of financial position as at March 31, 2011, and the statements of operations, changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted accounting principles, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

My responsibility is to express an opinion on these financial statements based on my audit. I conducted my audit in accordance with Canadian generally accepted auditing standards. Those standards require that I comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

Opinion

In my opinion, these financial statements present fairly, in all material respects, the financial position of the Ontario Media Development Corporation as at March 31, 2011 and the results of its operations, and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Gary R. Peall, CA
Deputy Auditor General
Licensed Public Accountant

Toronto, Ontario
September 27, 2011

Statement of Financial Position

as at March 31, 2011

	2011 ($000's)	2010 ($000's)
ASSETS		
Cash and cash equivalents (Note 3)	15,053	31,822
Short-term investments (Note 3)	7,064	2,566
Accounts receivable	430	24
Prepaid expenses	65	48
Accrued interest	59	33
Current assets	22,671	34,493
Capital assets (Note 4)	526	732
	23,197	**35,225**
LIABILITIES		
Accounts payable and accrued liabilities	2,460	3,398
Due to the Province	197	180
Current liabilities	2,657	3,578
DEFERRED REVENUE (Note 5)	6,280	11,594
ACCRUED EMPLOYEE BENEFITS OBLIGATION (Note 8)	712	599
COMMITMENTS (Note 7)		
NET ASSETS		
Invested in capital assets	526	732
Unrestricted	13,022	18,722
	13,548	19,454
	23,197	**35,225**

The accompanying notes are an integral part of these statements.

On behalf of the Board:

Chair

Member, Audit Committee

Statement of Operations

For the Year ended March 31, 2011

	2011 ($000's)	2010 ($000's)
REVENUE		
Ministry of Tourism and Culture (Note 5)	27,134	33,557
Tax credit administrative fees	1,161	1,043
Interest	260	100
Other	248	112
Return of investment under assistance programs	98	128
	28,901	**34,940**
EXPENSES		
Industry development initiatives	11,636	11,654
Operating expenses (Note 6)	9,274	8,655
Intellectual Property Development Fund	5,464	224
Entertainment and Creative Cluster Partnerships Fund	2,950	2,378
Interactive Digital Media Fund	1,996	3,161
Awareness Campaign	1,704	–
Toronto International Film Festival Group grants	1,345	1,330
Research initiatives	438	121
	34,807	27,523
Excess (deficiency) of revenue over expenses	**(5,906)**	**7,417**

The accompanying notes are an integral part of these statements.

Statement of Changes in Net Assets

For the Year ended March 31, 2011

	2011 ($000's)			2010 ($000's)
	Invested in Capital Assets	Unrestricted	Total	Total
Balance, beginning of year	732	18,722	19,454	12,037
Excess (deficiency) of revenue over expenses	(430)	(5,476)	(5,906)	7,417
Investment in capital assets	224	(224)	–	–
Balance, end of year	**526**	**13,022**	**13,548**	**19,454**

The accompanying notes are an integral part of these statements.

Statement of Cash Flows

For the Year ended March 31, 2011

	2011 ($000's)	2010 ($000's)
Cash flows from (used in) operating activities		
Excess (deficiency) of revenue over expenses	(5,906)	7,417
Amortization of capital assets	430	438
	(5,476)	**7,855**
Changes in non-cash working capital		
Short-term investments	(4,498)	(2,566)
Accounts receivable	(406)	9
Prepaid expenses	(17)	(18)
Accrued interest	(26)	(23)
Current liabilities	(921)	(48)
Deferred revenue	(5,314)	9,198
Accrued employee benefits obligation	113	100
	(11,069)	**6,652**
Net cash from (used in) operating activities	**(16,545)**	**14,507**
Cash flows used in financing and investing activities		
Net purchase of capital assets	(224)	(748)
Net increase (decrease) in cash	**(16,769)**	**13,759**
Cash and cash equivalents at beginning of year	31,822	18,063
Cash and cash equivalents at end of year	**15,053**	**31,822**

The accompanying notes are an integral part of these statements.

Notes to Financial Statements

March 31, 2011

1. BACKGROUND

The Ontario Media Development Corporation (the 'Corporation') is an agency of the Ministry of Tourism and Culture of the Government of Ontario created under Regulation 672/00 of the Development Corporations Act, and as such is not required to pay income taxes. The Corporation promotes the economic growth of Ontario's cultural media sector and focuses on strategic partnerships among all the industries – film, television, sound recording, book and magazine publishing and interactive digital media.

2. SIGNIFICANT ACCOUNTING POLICIES

(a) Basis of Accounting

These financial statements have been prepared in accordance with Canadian generally accepted accounting principles.

(b) Capital Assets

Capital assets are recorded at cost less accumulated amortization. Capital assets are amortized on a straight-line basis over the following terms beginning in the year of acquisition or year of use, if later:

Furniture and Office Equipment	10 years
Computer Hardware	3 years
Customized Computer Software	3 years
Leasehold Improvements	5 years

(c) Revenue Recognition

Unrestricted government base operating grants are recognized as revenue in the period received. Restricted government grants are deferred and recognized as revenue in the year in which the related expenses are incurred.

Tax credit administrative fees are recognized when earned, which is normally upon receipt. The return of investment under assistance programs is recorded on a cash basis because a reasonable estimate of the amounts to be collected cannot be made.

(d) Contributed Services

Contributed services are received for certain events and are not recognized in the financial statements.

(e) Cash and Cash Equivalents

Cash and cash equivalents includes cash on hand, current bank accounts, bankers' acceptances and bearer deposit notes from Canadian chartered banks with terms of maturity of less than 93 days.

(f) Short-term Investments

Short-term investments are comprised of bankers' acceptances and bearer deposit notes from Canadian chartered banks with terms of maturity of 93 days to one year.

(g) Use of Estimates

The preparation of financial statements in accordance with Canadian generally accepted accounting principles requires that management make estimates and assumptions that affect the reported amounts of assets and liabilities as at the date of the financial statements and the reported amounts of revenue and expenses. Actual amounts could differ from these estimates.

(h) Financial Instruments

Financial Instruments are classified into one of the following five categories: held for trading, held-to-maturity, loans and receivables, available for sale financial assets or other financial liabilities. All financial instruments are included on the statement of financial position and measured at fair value upon initial recognition. After initial recognition, financial instruments are measured at their fair values, except for financial assets classified as held-to-maturity or loans and receivables and other financial liabilities, which are measured at amortized cost.

The Corporation has classified its financial instruments as follows:

- Cash, cash equivalents and short-term investments are classified as held for trading
- Accounts receivable are classified as loans and receivables
- Accounts payable and Due to the Province are classified as other financial liabilities

The Corporation adopted the CICA Handbook Section 3861, Financial Instruments – Disclosures and Presentation. In accordance with the Accounting Standards Board's decision to exempt not-for-profit organizations from the disclosure requirement with respect to financial instruments contained with Section 3862, Financial Instruments – Disclosures, and Section 3863, Financial Instruments – Presentation, the Corporation has elected not to adopt these standards in its financial statements.

3. FINANCIAL INSTRUMENTS

The fair value of all the Corporation's financial instruments as presented in the statement of financial position approximate their cost amounts due to the short period to maturity of these financial instruments.

Cash and cash equivalents include $14.822 million (2010 - $31.489 million) of bankers' acceptances and bearer deposit notes from Canadian chartered banks with interest rates ranging from 1.0%-1.2%. Short-term investments of $7.064 million (2010 - $2.566 million) consist of bankers' acceptances and bearer deposit notes from Canadian chartered banks with interest rates ranging from 1.1%-1.2%.

It is management's opinion that the Corporation is not exposed to significant interest rate, currency, liquidity or credit risk arising from its financial instruments due to their nature.

4. CAPITAL ASSETS

	2011 ($000's)			2010 ($000's)
	Cost	**Accumulated Amortization**	**Net Book Value**	**Net Book Value**
Furniture and Office Equipment	327	225	102	128
Computer Hardware	169	107	62	90
Customized Computer Software	983	647	336	490
Leasehold Improvements	67	41	26	24
	1,546	**1,020**	**526**	**732**

5. MINISTRY OF TOURISM AND CULTURE FUNDING

The Ministry of Tourism and Culture (a related party) provided a $15.020 million (2010 - $7.955 million) base operating grant which has been recognized as revenue in the fiscal year.

Deferred revenue represents unspent resources related to special purpose funding from the Ministry of Tourism and Culture. Changes to the deferred revenue are as follows:

	2011 ($000's)					2010 ($000's)
	Entertainment and Creative Cluster Partnerships Fund	**Intellectual Property Development Fund**	**Interactive Digital Media Fund**	**Awareness Campaign**	**Total**	**Total**
Opening balance	1,818	9,776	–	–	11,594	2,396
Funding received	2,800	–	2,000	2,000	6,800	14,800
Recognized as revenue	(2,950)	(5,464)	(1,996)	(1,704)	(12,114)	(5,602)
Closing balance	**1,668**	**4,312**	**4**	**296**	**6,280**	**11,594**

Included in Entertainment and Creative Cluster Partnerships Fund is $147,000 in respect of a grant awarded to the Toronto International Film Festival Group.

6. OPERATING EXPENSES

	2011 ($000's)	2010 ($000's)
Salaries, wages and benefits		
Tax credit administration	2,160	1,792
Industry development	1,672	1,564
Business affairs and research	1,226	1,142
Other	736	674
	5,794	**5,172**
Corporate expenses and operations	1,069	943
Consulting services	333	311
Amortization of capital assets	430	438
Advertising, promotion & publications	442	348
Program support	946	1,194
Travel	260	249
	9,274	**8,655**

7. COMMITMENTS

(a) Program Commitments

The Corporation has approved grants and loans in the amount of $6,834,000 (2010 - $7,244,000) which will be paid out of existing funds over the next year if and when certain requirements are satisfactorily met by recipients. These amounts are not included as expenses in the Statement of Operations, until such time as these requirements are met.

(b) Lease Commitments

The Corporation is committed under operating leases for premises and office equipment to future minimum payments as follows:

	($000's)
2012	682
2013	682
2014	417
2015	29
2016	–
	1,810

(c) Information Technology Project Commitment

The Corporation is committed to the completion of an information technology project in the amount of $24,000 (2010 - $68,000) which will be paid out of existing funds in the next fiscal year.

8. OBLIGATION FOR EMPLOYEE FUTURE BENEFITS

The Corporation's employees are entitled to benefits that have been negotiated centrally for Ontario Public Service employees. The future liability for benefits earned by the Corporation's employees is included in the estimated liability for all provincial employees and is recognized in the Province's consolidated financial statements. These benefits are accounted for by the Corporation as follows:

(a) Pension Plans

The Corporation's full-time employees participate in the Public Service Pension Fund (PSPF) and the Ontario Public Service Employees' Union Pension Fund (OPSEU-PF), which are defined benefit pension plans for employees of the Province and many provincial agencies. The Province of Ontario, which is the sole sponsor of the PSPF and a joint sponsor of the OPSEU-PF, determined the Corporation's annual payments to the funds. Since the Corporation is not a sponsor of these funds, gains and losses arising from statutory actuarial funding valuations are not assets or obligations of the Corporation, as the sponsors are responsible for ensuring that the pension funds are financially viable. The Corporation's annual payments of $323,000 (2010 - $301,000) are included in operating expenses in the Statement of Operations.

(b) Accrued Employee Benefits Obligation

The costs of any legislated severance and unused vacation entitlements earned by employees are recognized when earned by eligible employees. These costs for the year amounted to $169,000 (2010 - $111,000) and are included in employee benefits in Operating expenses. The total liability for these costs is reflected in the accrued employee benefits obligation, less any amounts payable within one year, which are included in accounts payable and accrued liabilities, as follows:

	2011 ($000's)	2010 ($000's)
Total liability for severance and vacation	925	756
Less: Due within one year and included in accounts payable and accrued liabilities	(213)	(157)
Accrued employee benefits obligation	**712**	**599**

(c) Other Non-Pension Post-Employment Benefits

The cost of other non-pension post-retirement benefits is determined and funded on an ongoing basis by the Ontario Ministry of Government Services (a related party) and accordingly is not included in these financial statements.

9. PUBLIC SECTOR SALARY DISCLOSURE

Section 3(5) of the Public Sector Salary Disclosure Act (1996) requires disclosure of Ontario public sector employees who were paid an annual salary in excess of $100,000 in the calendar year 2010. For the Corporation, this disclosure is as follows:

Name	Title	Salary	Taxable benefits
Raina Feldman	Director, Business Affairs & Research	$116,617	$196
Kristine Murphy	Director, Industry Development	$136,915	$222
Karen Thorne-Stone	President & Chief Executive Officer	$170,592	$282

10. CAPITAL DISCLOSURE

The Corporation considers its capital to consist of net assets invested in capital assets, unrestricted net assets, and deferred revenue. The Corporation's objectives when managing capital are to promote the economic growth of Ontario's cultural media sector and to maintain sufficient capital to meet its commitments in this regard.

11. COMPARATIVE FIGURES

Certain comparative figures presented in the financial statements have been restated to conform to the current year's presentation.

Supplemental Information
(Unaudited)

For the Year ended
March 31, 2011

The following chart illustrates that 92.2% of OMDC's expenditures for the year ended March 31, 2011 are program-related.

Expenditure Breakdown For the Year ended March 31, 2011	Corporate $000's	Program Related $000's	2011 Total $000's
Direct Support (from Statement of Operations):	–	25,533	25,533
From Note 6:			
Salaries, Wages and Benefits	1,494	4,300	5,794
Corporate Expenses and Operations	753	316	1,069
Consulting Services	22	311	333
Amortization of Capital Assets	103	327	430
Advertising, Promotion & Publications	258	184	442
Program Support	–	946	946
Travel	94	166	260
Total Expenditures	**2,724**	**32,083**	**34,807**
% of total	**7.8%**	**92.2%**	**100.0%**